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The pursuit of excellence and technological innovation is increasingly becoming a critical driving force for businesses that aspire to development, improvement and success.

Promoting the culture of institutional excellence and sustainability has become a common theme for businesses, making the high quality of many of today's products and services second to none.

As a pioneer in some countries, the public sector has applied the concepts of sustainable excellence and governance in key service areas by establishing excellence awards and programs in order to enhance and improve the level of performance.

The world is increasingly realizing the value of innovative practices and solutions in business. Adhering to excellence based on high level international standards and meeting international criteria contribute to formation of a worldwide business and to the promotion of products and services in the domestic, regional and global markets.

Corporate Social Responsibility (CSR) comes on top of the elements of sustainable institutional excellence, sustainable improvement, sustainable results and customer satisfaction. CSR is a form of corporate self-regulation whereby social, environmental and economic concerns are integrated into the corporate business model of ethics, resolutions, priorities, culture and strategies in a transparent and accountable manner. CSR aims to establish the best practices, prosperity and advance the community.